

# Products & Services

from **American Roamer**



## Custom Mapping

### Why are coverage maps important?

Your coverage maps are the most powerful images of what you have to offer. They answer the first and most important question asked by a potential subscriber, "Will this phone work where I need to use it?"

Coverage maps can inform potential subscribers about your service area and give them an accurate picture of features available and usage costs. This is critical during their buying decision. If a coverage map is inaccurate, an unhappy customer is often the result.

By properly managing customer expectations, coverage maps can help reduce churn rates. In addition, coverage maps can strengthen longtime subscriber loyalty by providing important information about upcoming enhancements to your network.

Although their chosen handset is the most tangible item they receive from you, your customers can only visualize the wireless voice and data services you offer by using coverage maps.



### How can American Roamer help?

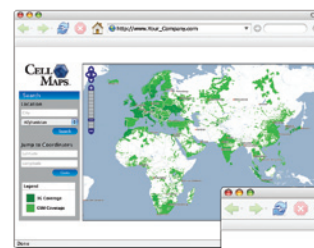
Keeping track of your own expanding network is difficult, let alone those of your roaming partners. The complex changes affecting coverage on your regional and national maps can be absolutely daunting! As markets are bought and sold, networks reconfigured, and new technologies and services rolled out, coverage areas can change rapidly. Keeping up with these transformations has been our mission since 1988.

Working with your marketing department or agency, we will develop a completely new style or match an existing look to complement your current materials. Your maps can be provided at a variety of resolutions and format for use as brochures, posters or web images. American Roamer can create customized maps using your own colors, fonts and styles; maps that blend seamlessly with your overall appearance and help accentuate your strongest attributes.

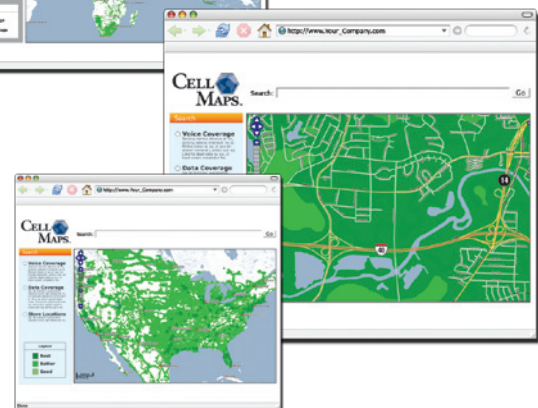
## CELL MAPS

puts your coverage footprint at your subscribers fingertips!

- Displays your coverage area interactively.
- Zoom to a local or regional view.
- Use multiple layers for different levels of service.
- Easy click and drag navigation.
- Works with all major web browsers.
- Fast response time for a great user experience.
- Highlight the availability of new advanced services.
- Show a regional pattern or show the entire world.
- Option - Works with Google® Maps API.



*Choose from North American or Global Coverage options*



### Benefits of using CellMaps:

- Powered by 20+ years of wireless experience.
- Rapid deployment to your web site.
- No expensive hardware and software to maintain.
- Helps acquire new customers.
- High availability ensured by fault-tolerant systems.
- Reduce customer support call times.
- Coverage updates are quick and simple.
- Frequently updated coverage information.
- Available for all wireless technologies.
- Several standard designs to choose from.
- Easy and affordable pricing options.
- Can be customized to meet your needs.

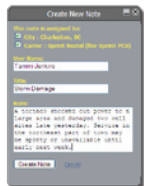


WISARD™ is the Wireless Industry Search And Retrieve Database, an easy to use web-based search engine that gives you the information you need – FAST!

Updated at least twice a month, this desktop wireless assistant is efficient and affordable. You will not find a more comprehensive, easy-to-use tool, anywhere, for any price! Here's just a sampling of the valuable information you'll find in WISARD:

- Thousands of places in the U.S., Canada and Mexico
- Cellular, PCS, ESMR, AWS and 700 MHz in one package
- SID/BID and Broadcast SID or MNC (mobile network code)
- Protocols – CDMA, GSM, iDEN, EDGE, GPRS, 1xRTT
- 3G deployments – EV-DO, HSPA, WiMax
- Interactive maps of marketed coverage
- Bands and blocks
- Spectrum availability (MHz)
- Primary market management
- Carrier addresses, phone numbers and web links
- Area codes and maps
- State, county and market POPs
- Customer service numbers
- Clearinghouse reference names
- Direct FCC link by call sign

Contact us for an on-line demonstration of the benefits and capabilities of WISARD.



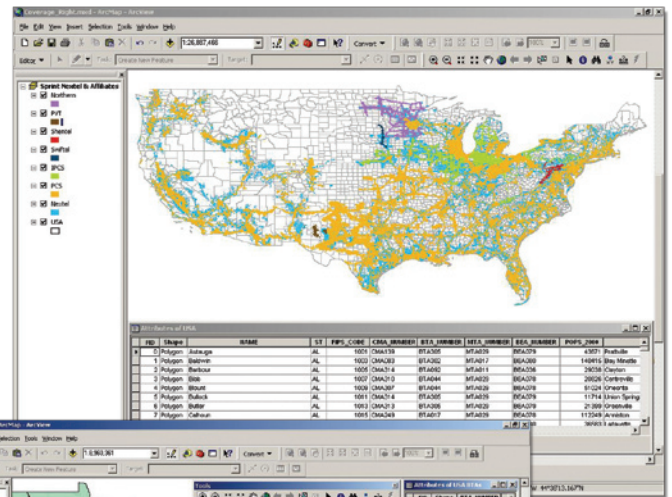
New Notes feature lets you store your own memos.



## GIS Solutions

### COVERAGE RIGHT™

CoverageRight is a unique map database showing the marketed coverage for voice or data patterns of wireless carriers. Allowing you to view marketed build-outs, compare wireless coverage, or differentiate affiliate areas. Estimate roaming coverage, find holes in your national footprint, examine the impact of acquisitions and much more!

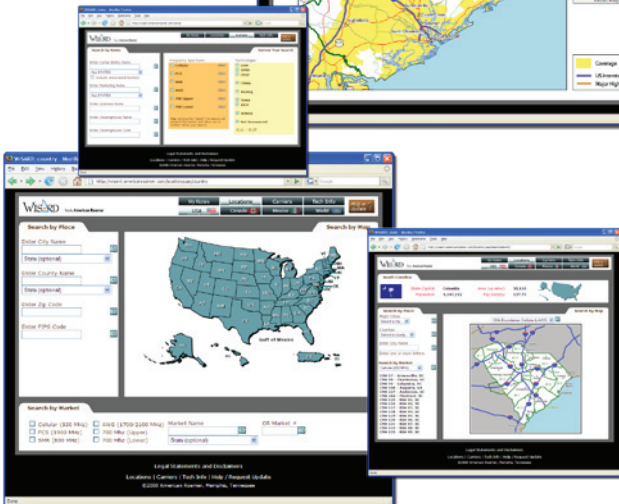


### MARKET RIGHT™

MarketRight is a file set of GIS polygons representing license area and spectrum ownership for both operational and non-operational carriers. Our file sets account for market splits and spectrum disaggregation, making them the best market data available to provide you with unprecedented information regarding the wireless market landscape.

### PowerPack™

Our exclusive PowerPack Data File provides detailed information about the carriers' configuration for each county in the US. There is data for all licensed Cellular, PCS, ESMR, AWS, and 700 MHz blocks, including expanded columns to account for spectrum.

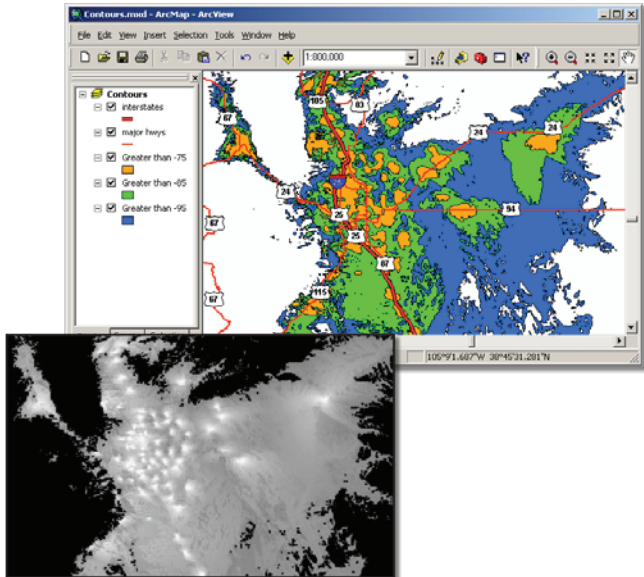




## Custom GIS & RF Contouring

We can process your RF propagation files to your strict specifications. Our proprietary software and methodology can quickly filter and define even the largest patterns into ready-to-use contours.

Whether you need a custom file set for internal analysis projects, regulatory filings, or for interactive mapping on your web site, we can deliver. American Roamer can also provide a custom file that includes both your coverage and that of your roaming partners to showcase your entire footprint.



## Custom Data Solutions

Carriers and vendors throughout the wireless industry rely on our data for their own customized applications. We offer tailored files to drive in-house databases or web sites. We also maintain and update that data. We can assist your database development or develop one just for you — designed to work with your key data elements.

There are a variety of ways that you can put this information to use. For example:

- Customer service and tech support tools
- Pre-qualifier sales solutions
- National and local number provisioning tools
- Database development
- Rate center and local calling verification
- Telematics service availability
- Integrated services
- WiFi Hot-Spot integration
- Tracking of advanced services



## Research & Analysis Services

American Roamer provides customized research and analysis reports based on your specific criteria. Our accurate and up-to-date information on the wireless industry is available to assist you with strategic planning and decision-making critical for your business such as:

- National and market level research
- Preferred roaming list development
- Technology deployment and analysis
- Thematic maps
- Merger/acquisition reports and visuals
- Population and zip code coverage analysis
- Demographic analysis
- Market spectrum analysis
- Custom maps of virtually any scenario

Reports are available for a single generation or on an updated schedule. The next time you need information for a project, contact us to see how we might assist you. Our expertise can help you make informed decisions for your business and your customers.



For additional information on American Roamer products and services please visit our web sites at:

**AmericanRoamer.com**  
**CellMaps.com**

5909 Shelby Oaks Drive, Suite 105  
Memphis, Tennessee 38134  
USA

**Sales: 001-901-377-8585**



©2009 American Roamer - v.200901

American Roamer is a registered trademark and CellMaps, WISARD, CoverageRight and MarketRight are trademarks of American Roamer, LLC, Memphis, TN.